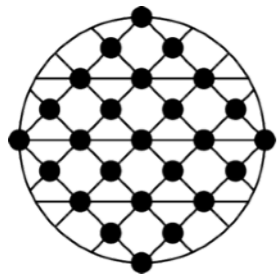


# B FOR GOOD LEADERS DECLARATION

The B For Good Leaders Cooperative exists to accelerate the transition towards a **regenerative economy** creating the conditions for a shared, durable prosperity. This will create social, environmental, and economic net positive value through a new model of **regenerative leadership**.

As inhabitants of planet Earth, we take up this **intergenerational call** which demands to **reframe the very meaning of leadership**.

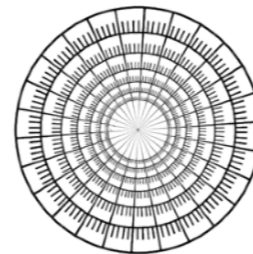
To enable this evolution, as Business For Good Leaders, we commit to:



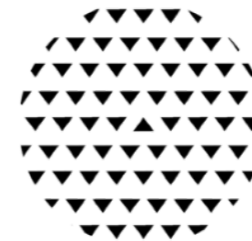
**1. embrace radical interdependence**, the fundamental principle governing life on Earth, as the golden rule for decision-making, leading to a regenerative impact;



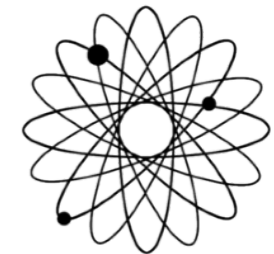
**2. consider at least the next generation of humans** in every business decision;



**3. measure what matters** to integrate systemic value creation into our definition of profit;



**4. challenge** extractive economic models and **take a stand** for the common good;



**5. mobilize finance as a catalyst** to transform the business perspective from short-termism to long-term shared value creation.

